BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	**Unit 3: Marketing Travel and Tourism to domestic and International customers**
Learning aims	**A:** Explore the marketing mix (the 4Ps and how they work together) and the factors influencing marketing in travel and tourism **B**: Examine the potential impact that marketing activities have on the success of diffident travel and tourism businesses
Assignment title	Researching the amazing impact of successful marketing
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work in the marketing department of a travel and tourism organisation. You have been asked to research the marketing activities of two contrasting travel and tourism businesses to deliver a report. The focus of the work is to look at successful marketing decisions, what made them successful and the impact these had on the businesses and their customers.
	Your comprehensive report should include: **Introduction** • An explanation of the marketing mix (4Ps) of two different businesses in travel and tourism and the factors influencing marketing decisions. Include specific examples from both businesses to substantiate your findings. **Research findings and Analysis** • Discuss how the 4Ps (product, place, including distribution channels, price, including pricing strategies and types of promotion) worked together

	in your chosen businesses to optimise the success of their marketing activities. Specific examples should be included in your discussion. • Analyse the types of success the businesses achieved through their marketing activities. These types could include financial, new customer types or increased customer numbers generally. **Evaluation** • Evaluate the internal and external factors that specifically influenced the marketing decisions of your chosen businesses when they planned their successful promotional activities. In addition evaluate the impact these activities had on both the businesses and their customers.
Checklist of evidence required	Comprehensive report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/AB.D1	Evaluate the factors that influenced marketing decisions when planning successful promotional activities used by two different travel and tourism businesses and the impact these activities had on the businesses and their customers.
3/A.M1	Explain how the marketing mix needs to work together to optimise success, using examples from two different travel and tourism businesses.
3/B.M2	Analyse the types of success the two different businesses have achieved when marketing activities work well.
3/A.P1	Explain the marketing mix (4Ps) of two different businesses in travel and tourism.
3/A.P2	Review the factors influencing marketing decisions, using examples from different travel and tourism businesses.
3/B.P3	Present a report on successful marketing activities from two different travel and tourism businesses.

Sources of information to support you with this Assignment	**Books** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson McMurtry, J. (2017) *Marketing for Dummies, 5th Edition,* For Dummies: ISBN 978111936557 Armstrong G and Kotler P (2012) *Marketing: An introduction* Pearson ISBN 9780273762607 Kotler P and Armstrong G (2013) *Principles of Marketing*

	Pearson ISBN 9780273742975 **Websites** https://econsultancy.com/examples-travel-marketing-campaigns Examples of marketing activity https://www.visitbritain.org/campaigns-opportunities A case study https://digitalvisitor.com/case-studies/mauritius-tourism/ Example of a digital marketing activity https://www.thoughtshift.co.uk/travel-industry-marketing-trends-statistics/ Trends in marketing www.abta.com/tips-and-latest/reports-and-trends Travel trade trends **Above are some examples of websites. Further useful resources may be found at –** https://econsultancy.com/seven-of-the-best-travel-and-tourism-marketing-campaigns-from-2018 www.radioadvertising.co.uk/costs Useful information on budgets and costs
Other assessment materials attached to this Assignment Brief	N/A